

Listing of Claims:

Claim 1: (currently amended) A method for providing enhanced advertising of a 2-D broadcast, comprising:

receiving the 2-D video broadcast including a first advertisement having a 2-D image;
identifying the 2-D image within the first advertisement, wherein the 2-D image is identified based on ~~its one or more~~ characteristics of the 2-D image and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library using a look-up table, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object; ~~and~~
~~using a look-up table to identify the matching 3-D object.~~

Claim 2: (currently amended) The method according to claim 1, wherein ~~there~~ first advertisement ~~includes one or more~~ a plurality of 2-D images within the first advertisement.

Claim 3: (canceled).

Claim 4: (currently amended) The method according to claim 1, further comprising displaying the enhanced first advertisement on a display device, the display device comprising at least one of: a television, a computer monitor, and liquid crystal display.

Claim 5: (currently amended) The method of claim 4, further comprising overlaying the 2-D image with on the matching 3-D object.

Claim 6: (original) The method of claim 5, wherein overlaying the image further comprises:
overlaying specular lighting; and
overlaying shading.

Claim 7: (currently amended) A system for providing enhanced advertising of a 2-D video broadcast, comprising:

means for receiving the 2-D video broadcast including a first advertisement having a 2-D image;

means for identifying the 2-D image within the first advertisement, wherein said 2-D image is identified based on ~~its~~ one or more characteristics of the 2-D image and exclusively at a viewer's equipment;

means for looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects; and

means for using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object; and
~~means for identifying the matching 3-D object.~~

Claim 8: (currently amended) The system according to claim 7, wherein ~~there are one or more images within the first advertisement~~ includes a plurality of 2-D images.

Claim 9: (canceled).

Claim 10: (currently amended) The system according to claim 7, further comprising means for displaying the enhanced first advertisement on a display device, the display device comprising at least one of: a television-means, a computer monitor-means, and a liquid crystal display-means.

Claim 11: (currently amended) The system according to claim 10, further comprising means for overlaying the 2-D image ~~with on~~ the matching 3-D object.

Claim 12: (original) The system according to claim 11, wherein means for overlaying the image further comprises:

means for overlaying specular lighting; and

means for overlaying shading.

Claim 13: (currently amended) A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D broadcast, said plurality of instructions when executed by ~~an apparatus-computer~~, cause said ~~computer-apparatus~~ to perform:

- receiving the 2-D video broadcast including a first advertisement having a 2-D image;
- identifying the 2-D image within the first advertisement, wherein the 2-D image is identified solely based on ~~its one or more~~ characteristics of the 2-D image and exclusively at a viewer's equipment;
- looking-up a matching 3-D object in an image library using a look-up table, wherein the library comprises one or more 3-D objects; and
- using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image; and
- ~~using a look-up table to identify the matching 3-D object.~~

Claim 14: (currently amended) The computer-readable medium of claim 13, wherein ~~there are one or more images within the first advertisement~~ includes a plurality of 2-D images.

Claim 15: (canceled).

Claim 16: (currently amended) The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by ~~the apparatus~~ ~~computer~~, cause said ~~computer-apparatus~~ to further perform displaying the enhanced first advertisement on a display device, the display device comprising at least one of: a television, a computer monitor, and a liquid crystal display.

Claim 17: (currently amended) The computer-readable medium of claim 16 having stored thereon additional instructions, said additional instructions when executed by ~~a computer~~ ~~the apparatus~~, cause said ~~computer-apparatus~~ to further perform overlaying the 2-D image ~~with on~~ the matching 3-D object.

Claim 18: (currently amended) The computer-readable medium according to claim 17, having stored thereon additional instructions, said additional instructions when executed by a ~~computer~~the apparatus, cause said ~~computer apparatus~~ to further perform overlaying the image; ~~cause said computer to further perform by:~~

overlaying specular lighting; and
overlaying shading.

Claim 19: (currently amended) A set-top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor ~~coupled to a bus~~; and
a storage device ~~coupled to the bus~~, wherein the storage device is configured to store a library of 3-D objects;

wherein the processor is configured to:

receives the 2-D broadcast including a first advertisement having a 2-D image;
identifies ~~identify~~ the 2-D image within the advertisement, wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;
looks-up a ~~matching~~ 3-D object matching the 2-D image in the library; and
uses the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

Claim 20: (currently amended) The set top box of claim 19, wherein ~~one or more images are within the first advertisement~~ includes a plurality of 2-D images.

Claim 21: (original) The set top box of claim 20 wherein the processor uses a look-up table to identify the matching 3-D object.

Claim 22: (currently amended) The set top box of claim 21, further comprising a display device that displays the enhanced first advertisement, wherein the display device comprises at least one of: a television, a computer monitor, and a liquid crystal display.